

LionsGate TMDB Case Study

Looking for Potential New Markets in the Film Industry

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The Problem

Company

LionsGate is an American film production and film distribution studio, It is the largest and most successful mini-major film studio in North America.

Context

Our team created Movie database using web scraping and API from TMDB and Wikipedia. We created databases (1910–2019). with specific Keys and Values that help us manifesting a probability distribution table and graph visualization. Our recommendations based on this tables and graphs.

Problem statement

The movie market profitability is changing over the years. We would like to observe how the changes in movie popularity, ratings and vote averages over time are influencing the industry.

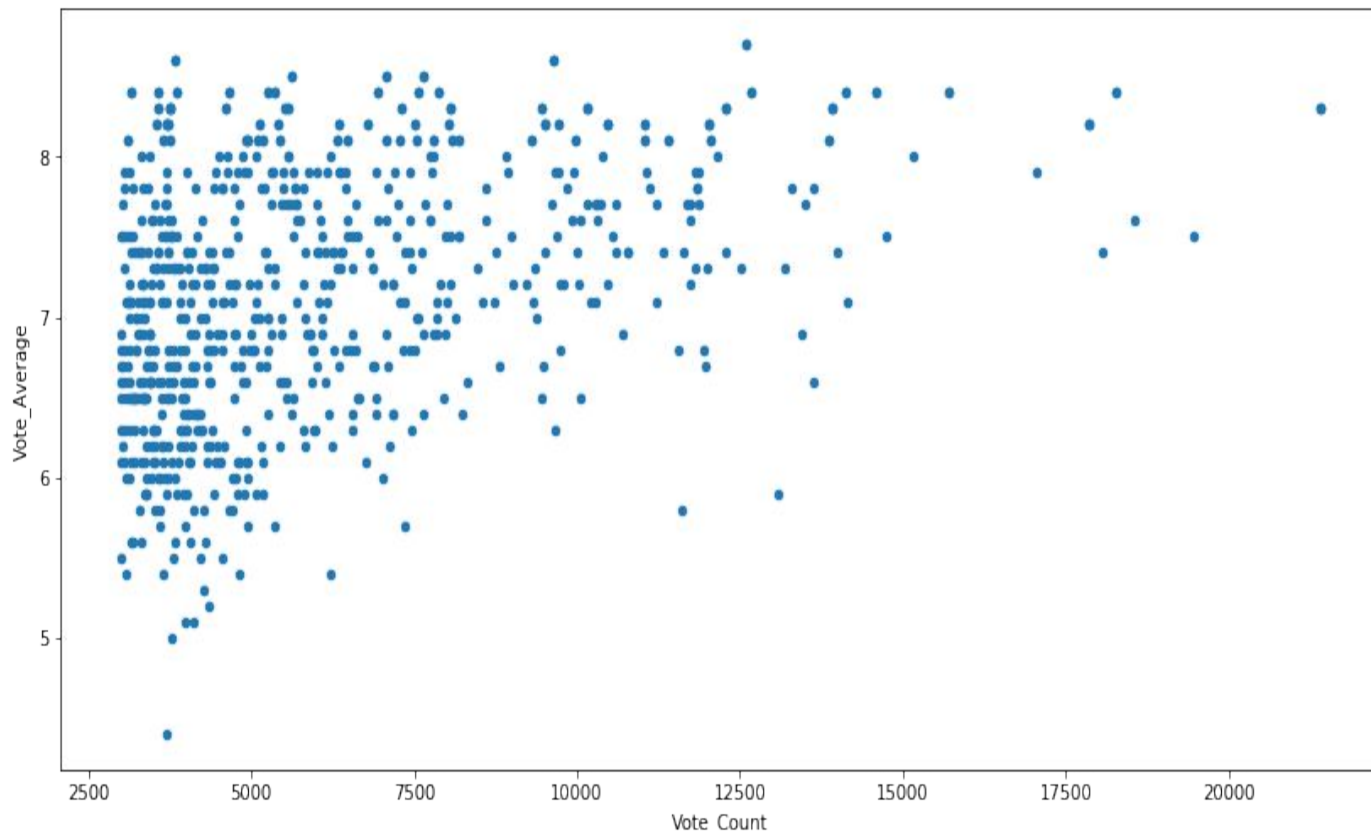
Vote Count & Vote Average

Correlation = 0.28

(Related for movies with more than 3000 counts)

Recommendation:

Invest some money on quality and bigger portion on the marketing and traffic promotion.



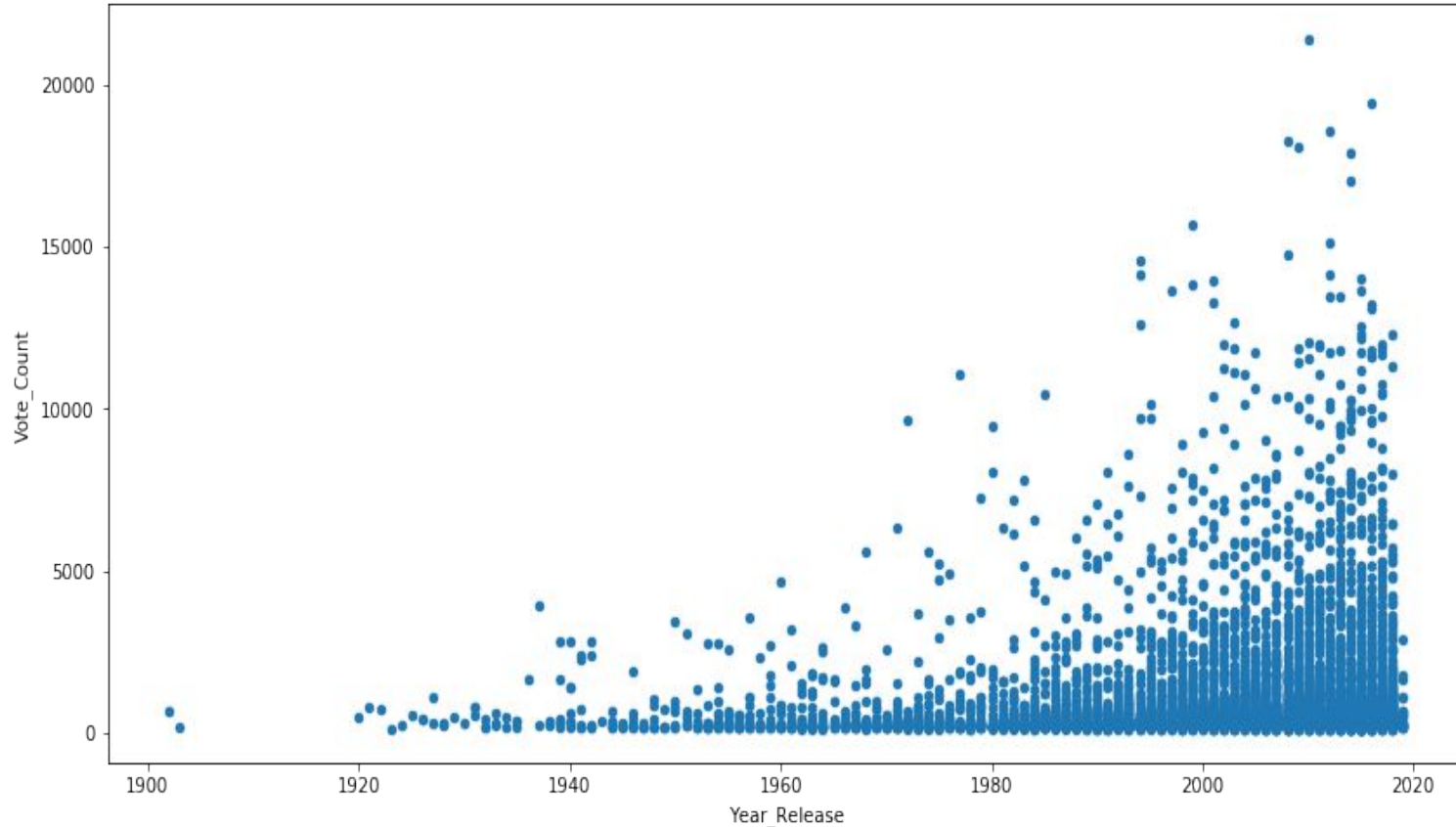
Year Release & Vote Count

Correlation = 0.844

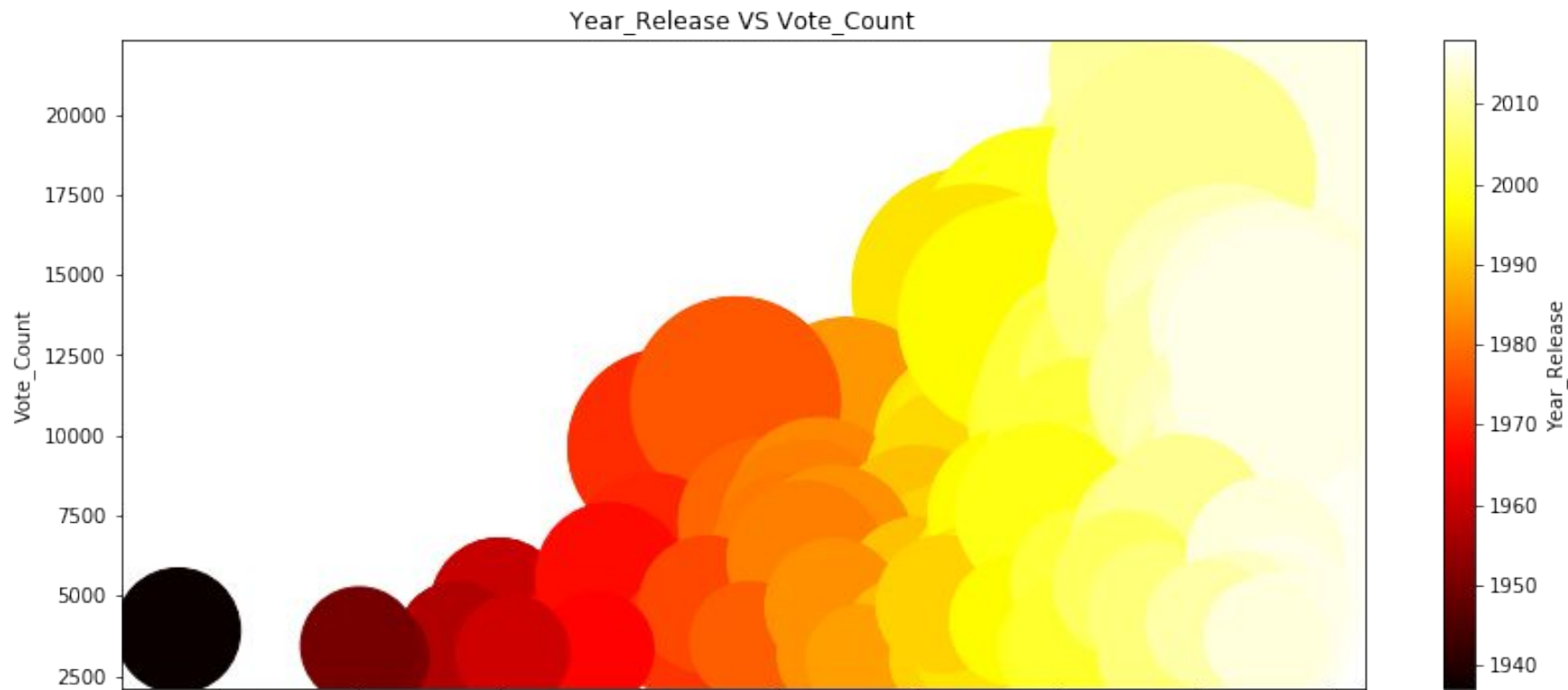
This is a correlation for the sum of votes grouped by year. It shows : more movies has been voted for and more counts were given for each movie.

Recommendation:

It is a good time for the industry to focus on the marketing.



Year Release & Vote Count

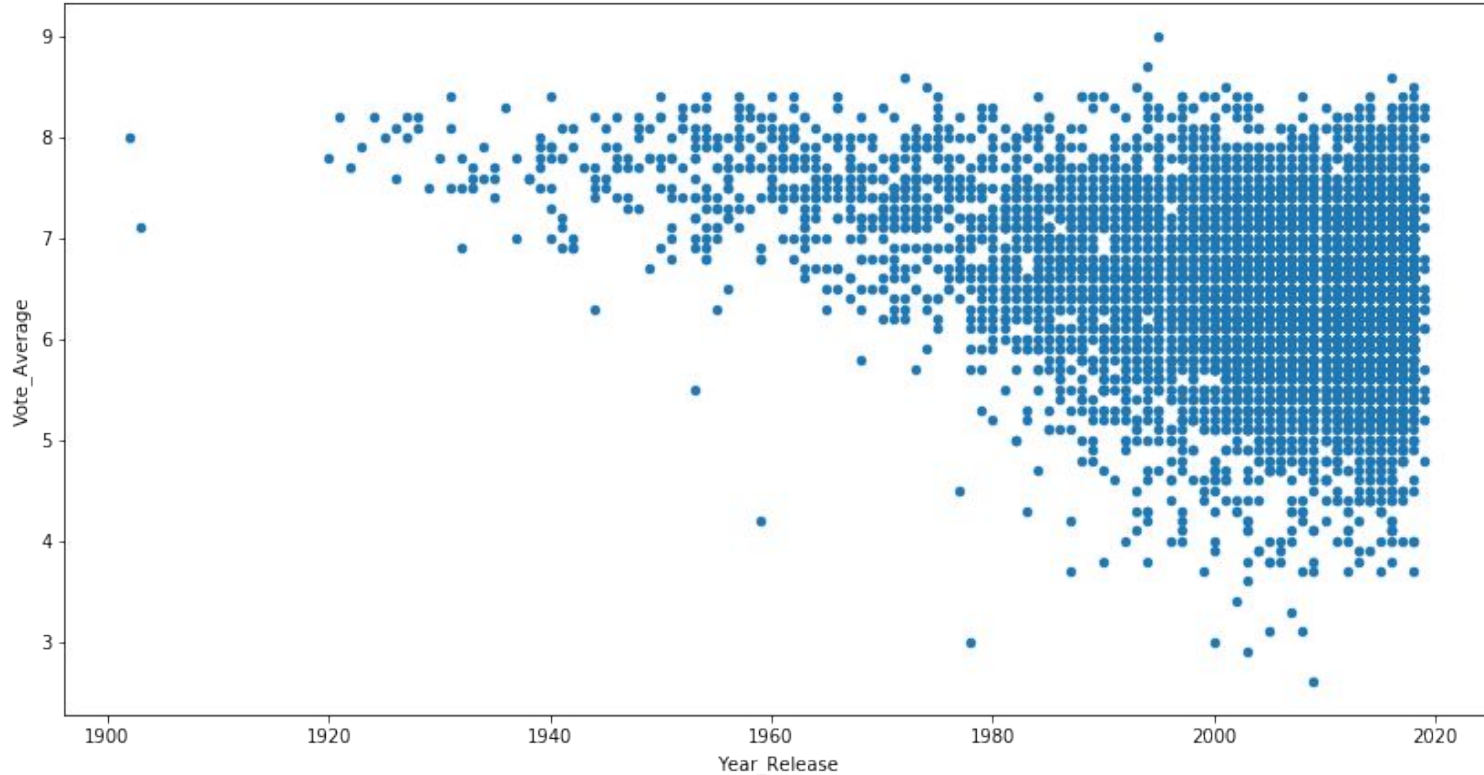


Vote Average & Year Release

Conclusion:

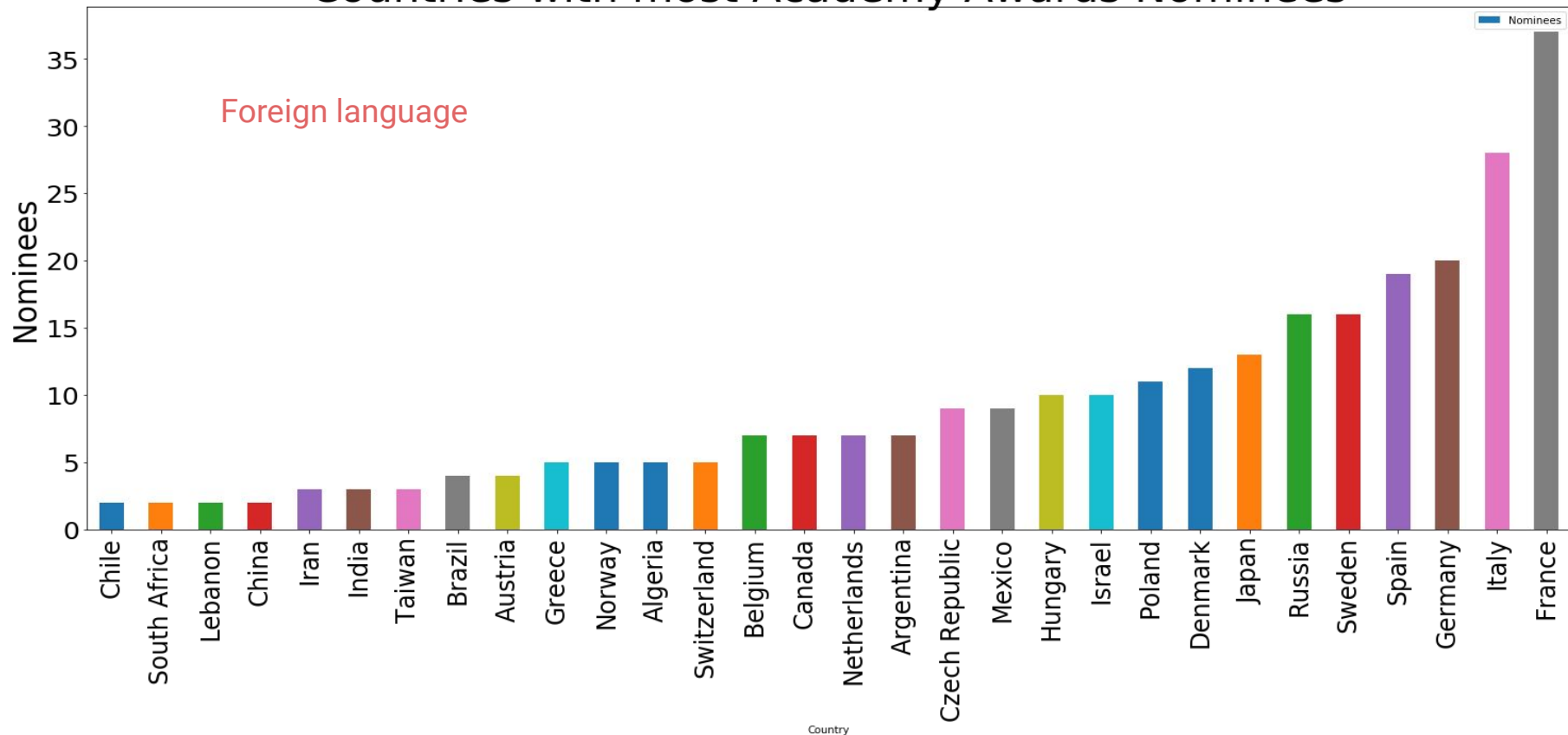
in the first few years marketing and buzz will work but for consistency over many years you should have a **good quality films**.

-Increased ease of voting.



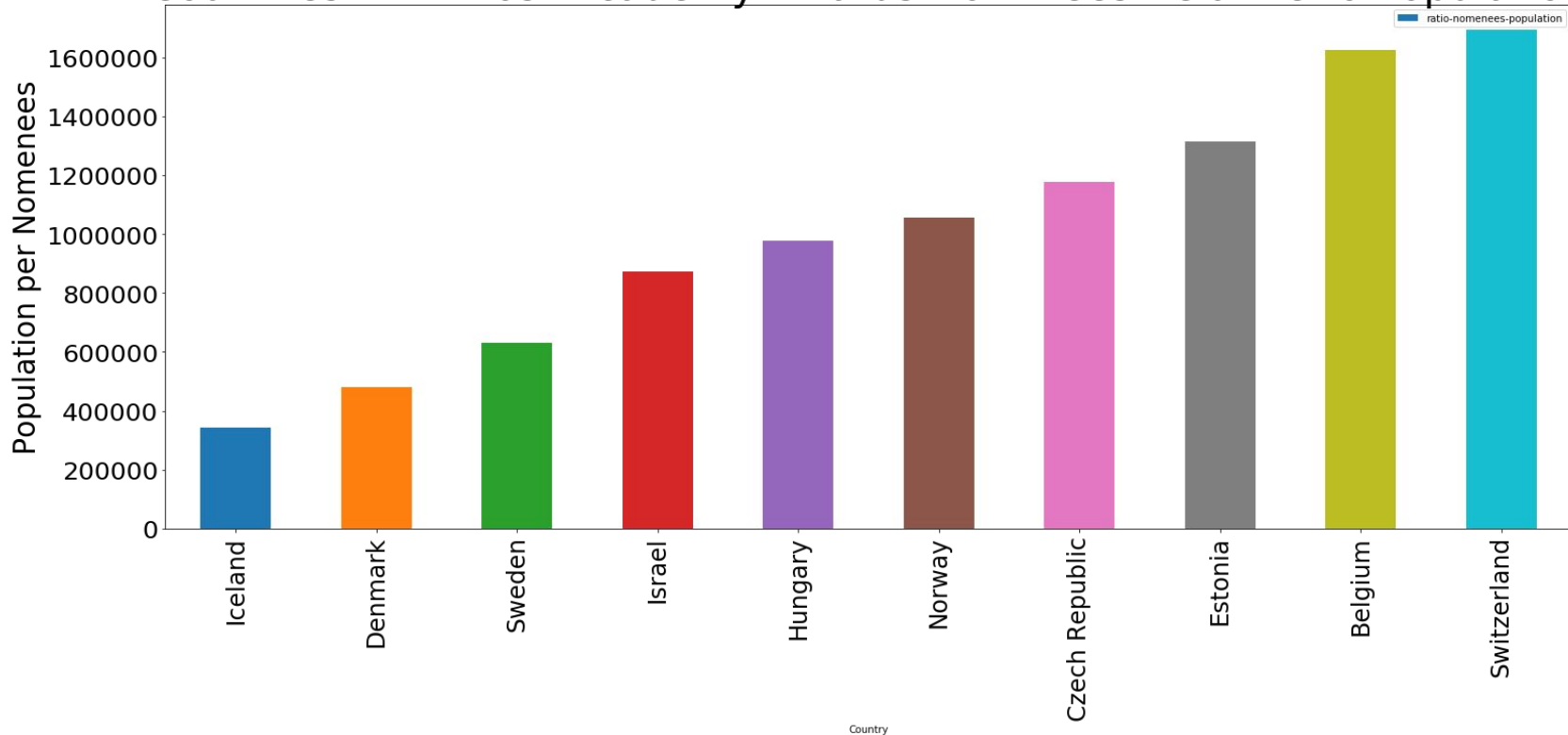
Did you think outside USA?

Countries with most Academy Awards Nominees



Productive & Successful movie industry

Countries with most Academy Awards Nominees Relative to Population



Thank You!